Constant Contact to Host “Finding the Formula” Events across Canada to Celebrate Small Business Week

Free Educational Seminars Part of Nationwide Series to Help Small Businesses Reach Their Next Great Customers with Engagement Marketing

TORONTO & VANCOUVER, British Columbia--(BUSINESS WIRE)--To celebrate Small Business Week Canada (October 14-20, 2012), Constant Contact®, Inc. (Nasdaq: CTCT) will host **Reach Your Next Great Customer: Finding The Formula**, a nationwide series of free business-building events focused on how small businesses can use email marketing and social media marketing to engage with customers and drive business success.

Over the course of the week, events will take place in Toronto, Vancouver, and Kelowna, and teach local businesses proven tips and tactics to easily and effectively practice Engagement Marketing, a topic covered in-depth by Gail Goodman, CEO of Constant Contact, in the new book Engagement Marketing: How Small Business Wins in a Socially Connected World. Seminars hosted by Constant Contact’s Canadian Regional Development Directors, Lisa Kember and Guy Steeves, will focus on how to attract new prospects—as well as how to increase repeat sales—using existing customers and social networks. Topics will include why customer engagement is so important and how it can be used to turn passionate fans from a businesses’ social networks into tomorrow's new business; how to create customer experiences that increase positive customer reviews and endorsements; and practical advice on how to entice people to join social networks and run engagement campaigns that increase visibility—and endorsements—for a business.

Toronto Event Details:

- Date: October 16, 2012
- Time: 9:00 am-5:00 pm
- Location: Enterprise Toronto: Small Business Forum, Metro Toronto Convention Centre, 222 Bremner Boulevard, South Building, Level 700, Toronto
- Presenters: Lisa Kember, Regional Development Director- Eastern Canada, Constant Contact; Darrell Keezer, CEO of Candybox Marketing; Erica Ayotte, Social Media Manager at Constant Contact; Javed Khan, President of Empression Marketing; and Marie Wiese, CEO of Marketing CoPilot
- Registration: http://conta.cc/U7quzj

Vancouver Event Details:

- Date: October 16, 2012
- Time: 9:45 am-4:30 pm
- Location: SOHO SME BusinessExpo, Vancouver Business Center, 1055 Canada Place, Vancouver
- Presenters: Guy Steeves, Regional Development Director- Western Canada, Constant Contact and Mark Schmulen, GM of Social Media, Constant Contact
- Registration: http://conta.cc/U7qzTQ

- Date: October 17, 2012
- Time: 8:00 am-12:00 pm
- Location: Roundhouse Community Arts & Recreation Centre, 181 Roundhouse Mews, Vancouver
- Presenters: Guy Steeves, Regional Development Director- Western Canada, Constant Contact and Mark Schmulen, GM of Social Media, Constant Contact
- Registration: http://conta.cc/U7rF1O

Kelowna Event Details:

- Date: October 19, 2012
- Time: 9:45 am-11:45 am
- Location: Rotary Centre for the Arts, 421 Cawston Avenue, Kelowna
- Presenter: Guy Steeves, Regional Development Director- Western Canada, Constant Contact
- Registration: http://conta.cc/as8SGc

For additional local event details, please visit:http://www.constantcontact.com/local.

About Constant Contact, Inc.

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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